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The Register-Guard's policy is the complete and impartial publication in its news pages of all news and statements on news. On this page the editors of The Register-Guard offer their opinions on events of the day and matters of importance to the community endeavoring to be candid but fair and helpful in the development of constructive community policy. A newspaper is A CITIZEN OF ITS COMMUNITY.
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They're 'Changing the Guard' At the Kremlin

Reports from Moscow indicate that the ageing Stalin has selected Georgi Malenkov to be his successor. They've called a full dress session of the Communist Party Congress in Moscow October 5, and Malenkov has been chosen to read the report "on the state of the nation." The 12-man Politburo is to be replaced by a Praesidium, which is virtually the same thing except that it has a specified chairman which the Politburo does not. It looks like Uncle Joe is getting ready for the day when he will lie in ghastly state in the Red museum along side Nicolai Lenin.

Uncle Joe is now 72 and living on "borrowed time," even if he does not have the cancer which has been frequently rumored. Molotov, who has featured so long in foreign policy, is 62. Marshal Beria, head of the secret police, seems to have been discarded. Malenkov, at 50, seems to represent "youth" in the Red leadership. At least he was only 15 in the great days of the 1917 Revolution, hardly old enough to have had any very important part in the "buildup."

"What will the change in Communist leadership mean to the world?"

Very little, is our guess! Malenkov is described as a rather intense detailist who has advanced to a place of

power mainly by being a faithful choreboy, although he is given some credit for planning the organization of the satellite countries. He probably lacks the intellectual fire of Lenin or that deceptive "folksiness" of the crafty Stalin.

It is a pretty safe bet that his Communist training and experience has left him ruthless and utterly humorless and that his leadership will be a continuation of the pattern for world conquest without many innovations. His weakness may be lack of imagination for the enormous task of holding the loyalty of the diverse nations regimented under the Red banners.

"What chance for revolutions or rebellions in Russia?"

Experts seem to think there is very little for a long time to come, although any change may afford opportunities for some of the underground movements. The first breaks may come in satellite nations with new manifestations of "Titoism." It's a grim business Communism. Lenin enjoyed the prestige of having fathered the revolution. Stalin has been deified as the savior of the revolution. Malenkov may have a harder time establishing himself as a deity, unless he can take advantage of some "break" to establish that position.

Look Out Looie! We're Headin' for Vienna!

For a long time we have been looking for something with which to "devil" Louis Eade, efficient manager of our very efficient telephone service (other than the size of our monthly bills), and now we think we have it in the following description of modern Vienna telephone service, which we take from the ever-reliable Christian Science Monitor:

AESOP BY TELEPHONE

According to one school of modern folklore, America is the land of all that is novel, original, and progressive in the way of business enterprise. Another, less reliable, has it that every important device from the submarine to the telephone was invented by a Russian.

But wait till they both hear about Vienna. In Vienna the telephones are operated by the Austrian post office. "And in that ancient capital of the Hapsburgs one may dial a selected number for a recorded report of the skiing conditions, as your American telephone subscriber does for the weather forecast. Or where a patient New York voice says, "The correct time now is 5:37 1/2." Vienna's dialing system will provide bus and train schedules, football results, or a recipe for dinner.

To all this now is to be added (on September 1) a number from which a nonpupped parent can obtain a recorded bedtime fairy tale for children. But the service distinctly Viennese—which proves that after two wars Vienna is still the city of Mozart and Strauss—is this: a true A-tone for musicians.

After all these unusual telephone services, will one of our Austrian readers please tell us: Do you ever get a wrong number in Vienna?

Does Community Tourist Advertising Pay Off?

In Oregon we have an appropriation of \$250,000 a year from out-of-state road user funds for maintaining the advertising program of the state's travel and information bureau. This money is spent under the direction of a state-wide advisory committee of which John Laing, of Portland, is chairman, and it reports to the State Highway Commission which supervises admission. In addition, most of our counties, cities and chambers of commerce and highway associations have tourist advertising programs of their own. Railroads, airlines and bus companies also appeal for tourist traffic.

It has never been possible to corral the aggregate of expenditures for tourist advertising. In fact, the State Travel Information Bureau has the only reliable record of returns and their check is made in this way:

Periodic checkups are made of out-of-state cars entering Oregon and from these checkups it is possible to determine the average daily expenditures and length of stay of the tourist.

During 1951 the highway tourist traffic alone was calculated at \$150 million.

Tourists coming to Oregon by rail, air and bus add substantially to this figure, but the amount is not known.

Oregon is actually very modest in its tourist advertising program. A report to the American Municipal Association shows that the city of Miami, Florida, alone spends \$660,000 a year on tourist promotion; San Francisco \$275,000, Philadelphia \$125,000, Chicago, Buffalo, Minneapolis, Providence and Kansas

Of course every editor gets lots of "bedtime stories" by telephone, but seldom at bedtime or in the bedside manner. As for football scores and the like, we feel sure that Dick Strite and his henchmen would be delighted to have Mr. Eade and his gallant operators "share the calls." And with an election coming on, we'd be glad to have PT&T answer some of the riddles that are put up to this department.

Seriously, it would be interesting to know the mechanics of this Vienna operation:

"How do they keep lines from being tied up and jammed with this amusement and information traffic?"

"Is this kind of service furnished at the usual rates or is it an extra-revenue business for the company?"

Austrians are charming people but they are also quite practical. Maybe they have found a way to adapt the dial phone system to serve as an escape from radio and/or television. Think of being able to listen to a soothing voice reading time tables as an antidote for singing commercials. We hope the Monitor with its world wide facilities will tell us more about this Austrian system.

City make huge appropriations to attract conventions.

Do these highly specialized promotions pay out?

We have many doubts on that score. We have always questioned the value of "shotgun" promotions. The success of the Oregon program has been due largely to the fact that it has been aimed and timed for definite tourist markets. We know that this state program brings travelers to Oregon. The question we would like to put to the communities is:

"How do you take care of them when they get there? What kind of facilities do you offer? What kind of service can you provide?"

It has always seemed to us that the local function in dealing with the tourist should be to make sure that he has the best of care and courtesy, whatever his needs. If a city is going to point for convention trade, it must have convention facilities. It must have really good eating places and housing at attractive prices.

For some years Oregon has had a program of schools for those who "meet the public," but we have never had a really well-integrated plan for co-operation between state and local agencies.

It would be helpful, we believe, if there could be some definition of functions. We would like to see local money spent, so far as possible, on the improvement of facilities and services for this very important trade.

Marquis Childs

Ike Supporters Ask Too Much

NEW YORK — It may be that this is just the unhappy lull before the battle. But certainly it is a season of lamentation and recrimination with a disturbing tendency — disturbing if there really is to be a battle with victory at the end — to hurl the recriminations at candidate Dwight D. Eisenhower.

This is not only unfair and unreasonable. It will prove self-defeating if it is continued.

His adherents in the Republican party, to say nothing of those who were all along opposed to his nomination, are at this stage beginning to demand the impossible of him. Example No. 1 is the divided party of which he is the nominee. What they seem to expect him to do is to reconcile the irreconcilable.

NOBODY CAN DO THAT

No candidate could have done that. If Eisenhower's chief rival, Senator Robert A. Taft, had been the nominee, the populous eastern seaboard states would already have been written off. Senator Irving Ives (R. New York) had made it plain that he would not even run for re-election in the event of Taft's nomination at Chicago.

Eisenhower cannot weld the disparate geographical and ideological wings of the party together. What he can do is in his own right, as the leader who has played such a great part in the history of the past decade, go out to win the support of the independents and the dissident Democrats who want a new dispensation.

Example No. 2 of recrimination hurling is more serious. Part of the mutter of discontent now beginning to break into the open is from those who want Ike to promise that he can solve the insoluble. He must come up with a simple formula for final victory in Korea, China, all of Asia. Or, at the very least, he must beat over the head the administration that has not come up with this quick recipe.

NO GLIB FORMULA

But Eisenhower knows too much, as soldier and as statesman, about what has happened in the world and what is likely to happen. He has too much integrity to come up with a glib political formula that may catch votes.

Those in his own party who hate him are saying, of course, that he was a participant, a partner, in what happened that now makes it impossible for him to attack. This is a mean and narrow view. He was a participant. And because he played a part in the great crisis of the postwar years he knows how tough and difficult, how long and arduous and demanding, is the task before the American people if the free world is to be sustained against the onslaught of world communism.

That is what Eisenhower believes with all his heart and all his mind. It is what he undertook to say in his speech to the American Legion. The words read fairly well but somewhere between the writing and the delivery the force went out of them.

WARM CONFIDENCE

This reporter has seen Eisenhower in a number of different situations for a period of nearly 10 years — as commander in Europe in World War II, as Chief of Staff of the Army, as president of Columbia University, and finally in the harrassing and complicated role of Supreme Commander of NATO in France. One of his outstanding characteristics was his warm confidence; an assurance that communicated itself to those around him, inspiring and encouraging them. It was one of the qualities that made him a leader of men.

That quality was missing in Madison Square Garden. This is not an easy thing to report but since it seemed to me to be a fact it must be reported — he seemed somehow like a different man. The words did not come out with the confidence and assurance of the past. He was hesitant, diffident, unsure of himself, before an audience that should naturally have been his.

IKE NOT PREPARED

It is possible that the lamentation and recrimination have temporarily thrown Ike off his game, as he, a good golfer, might put it. One thing is sure. He was not prepared for the divisions and the dissensions in the Republican party by anything said to him by the stream of political visitors to SHAPE in the months before his homecoming.

Shortly after his first plunge into politics at Abilene, Kansas, he returned to New York to wind up his personal affairs before starting out after the nomination. At a small lunch with some close associates he complained with what for him was something like bitterness that no one had prepared him for the intensity of the partisanship in the GOP. He had been given the impression of a more nearly unanimous desire that he accept the leadership of a crusade.

Another thing seems to be almost equally sure. If the clamor of dissension continues, the Eisenhower campaign can be destroyed before it ever begins and the candidate himself sacrificed to the petty bickering of small and jealous men. That would be a tragedy not only for the individual but for the nation.

So They Say—

There are no experiments going on in the United States that would come close to being flying saucers.—Aeronautics expert Dr. Edward R. Sharp.

The Shepherd

IDEALS

"Let integrity preserve me." Ps. 25:21
One time we trained this nation's leaders . . . On lessons from McGuffey's Readers . . . And planted ideals firm and fine . . . That wrong could never undermine . . . The simple truths of Right and Thrift . . . Tempted by no evil gift . . . A day of work for that day's pay . . . The laws of God and Man obey . . . And Virtue is its own reward . . . And Bless are they who love the Lord.
JULIEN C. HYER.

Editor's Mailbag

SLIP SHOWING

EUGENE—(To the Editor)—In Peter Tugman's coverage of Jack Shuler's sermon on Sunday Shuler is quoted as using the phrase " . . . because man and his soul are now a part of God." That sounds smooth but I wonder how many ministers present winced a bit. Careful Jack, your theological slip is showing.

Shuler's treatment of the empty rye bottle reminded me of a college debate which I once heard. The discussion had gotten around to the value of our currency when one of the budding young orators whipped out a dollar bill and dramatically set fire to it. With calculated pathos he shouted, "That is what your dollar is worth." A member of the opposition arose and with a twinkle in his eye and a great show of humility said, "We, of the opposition, feel that there is very little reason for carrying the debate further. You see, my colleague and I are plumb broke and don't have a single dollar bill to burn."

I feel the same frustration in attempting to refute brother Shuler's intricate logic because even in this great sinful state of Oregon you can't shoot a "revanooer" or drop a prohibitionist on his head just to prove that God's vineyards still make excellent wine, even as at Cana.

Sincerely,
BOB HAMILL
1563 E. 14th

GRATEFUL

SPRINGFIELD (To the Editor)—A child was drowned in California. The grieving parents were photographed and the picture was published in the Guard. Are the photographer and the editor heartless brutes, confronting the public with a picture of such distressing scene?

One lady thought so. She reacted to the death of that child with the emotion to which our deepest instincts prompt us — rage. She wanted to retaliate against the cruel forces that killed the child, but in her anger she struck blindly at those who had only recorded the tragedy.

To those of us who are numbed with the presence of death and grief the photographer's ability to do his job does seem callous. We "sensitive" people are not entitled to this scornful attitude. Our very lives depend on people who can control their revulsion and sympathy — doctors, nurses, soldiers, and the police, to name a few. Most of us can stand aside and weep, but they must act.

That child and its parents were beyond help. The photographer could not have aided them by putting away his camera. All that he or anyone could give them was sympathy, and with that picture he gave them the sympathy of thousands who would otherwise never have known of their grief.

To publicly express a hope that someone will murder the photographer is neither well-considered or very Christian, and the lady is probably sorry she did it. I imagine she wished those words back long before they appeared in print. (Never mail a public letter without letting it cool overnight. The words we use in anger are apt to look pretty silly when we re-read them. I know.)

The editor did not escape his share of the woman's scorn, either. "What is so world-moving

Hardly a Case for the New Internes



about this?" he was asked, as though newspapers were entitled to report only the death of kings and presidents. But the unnecessary death of a child is precisely the kind of news that should be printed.

It is shocking and saddening, but it reminds some of us careless parents to be more vigilant in protecting our own children. The newspapers, by printing that picture, may have saved other parents and children from a similar tragedy.

We live in a rough, dangerous and often unhappy world. When newspapers report only the pleasant scenes in that world they, and we, will be half-blind. As a parent with two children to guide and protect, I am grateful to that photographer and to the newspaper for reminding me of my duty. I would rather learn from other people's regrets than from my own.

David J. Doran

SURPRISED

EUGENE (To the Editor)—In your Sunday Mail Bag (Aug. 24) there appeared a letter by Dale Crosby which I am somewhat surprised that you did not answer with a note from the editor.

There is nothing actually wrong with Mr. Crosby's letter concerning the Jack Shuler meeting in McArthur Court. In fact, he shows a very splendid attitude, and I wish we had more people with a concern for the moral climate of this city. However, he does labor under an error in his thinking in supposing that the University of Oregon had kindly given these meetings

the privilege of using a tax-supported building. This thinking is in grave error as my understanding is that the building is costing the full rental of \$125 per day for these meetings. It does not take a mental giant to determine that, for these three weeks, this amounts to a tidy little sum for rent, and I don't think that the taxpayer is suffering here.

It would appear to me that in all fairness to others who are wondering about the use of the McArthur Court for the Shuler meetings, that an explanation be printed in the Register-Guard.

Thanks,
LESLIE ERB.

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